

FIG. 1

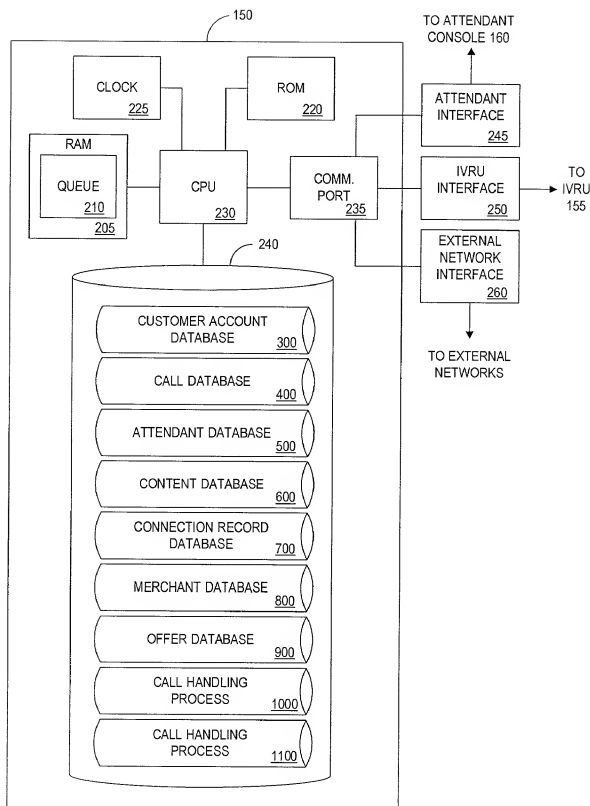


FIG. 2

CUSTOMER NAME 320	CUSTOMER ID 322	ADDRESS 325	TELEPHONE NUMBER (ANI) 330
JOHN SMITH	AAA	123 MAIN ST.	(203) 555-1212
FRANK JONES	BBB	245 TOWER RD.	(415) 555-1212
MARY PARKER	CCC	513 STATE ST.	(212) 555-1212

300

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CUSTOMER DATA 335	PAID ENTERTAINMENT OPTION ACCESS FLAG 340	EXPERT DATA 345	CREDIT CARD ACCOUNT NUMBER 350
REGULAR PURCHASER	NO ACCESS - PRIOR FRAUDULENT USAGE	GARDENING	1234-1234- 1234-1234
INFREQUENT PURCHASER	NO COMPLIMENTARY ACCESS	EUROPEAN TRAVEL	5678-5678- 5678-5678
FREQUENT PURCHASER	PROVIDE ACCESS	PERSONAL COMPUTERS	6789-6789- 6789-6789

300 (CONT.)

FIG. 3

CALL TRACKING NUMBER 420	CUSTOMER IDENTIFIER 422	CALL SUBJECT CATEGORY 425	CALL POSITION 430
TS1458	AAA	PRINTER PROBLEM	005
JJ9724	BBB	SYSTEM ERROR	016
SJ0691	CCC	FLIGHT RESERVATION (NYC)	025

400

411

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413

CALL PHONE NUMBER (ANI) 435	CHANNEL NUMBER 440	TIME CALL WAS RECEIVED 445	ATTENDANT IDENTIFICATION NUMBER 450
(203) 555-1212	14	10:05 PM	BV2069
(414) 555-1212	07	11:12 PM	JR6801
(212) 555-1212	26	9:38 AM	TM9724

400 (CONT.)

FIG. 4

600

PREMIUM ENTERTAINMENT SERVICE 620	CONTENT PROVIDER 625	ACCESS INFORMATION 630	ACCOUNT NUMBER 635	PASSWORD 640	COST 645
INTERNET	WEB SPORTS, INC.	HTTP://WWW. SPORTS.COM	85089	APACHE	\$10/MONTH
900 NUMBER	WEATHER SERVICE	1-900-555-1212	98761	SESAME	\$2/MINUTE
PAY-PER-VIEW	CABLE BOXING EVENTS	CHANNEL 15	12345	ROCK	\$1/MINUTE

610

611

612

FIG. 6

CONNECTION ID NUMBER	CUSTOMER ID	CALLER TELEPHONE NUMBER	DATE
489F	AAA	(203) 555-1212	05/07/2003
243J	BBB	(414) 555-1212	05/07/2003
682X	CCC	(212) 555-1212	05/07/2003
375H	DDD	(917) 555-1212	05/07/2003

700

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TIME	CONNECTION DURATION	ENTERTAINMENT OPTION	COST
11:18 AM	15 MINUTES	WEB SPORTS, INC.	\$1
11:19 AM	3 MINUTES	CABLE BOXING EVENTS	\$3
11:22 AM	16 MINUTES	BOOK MERCHANT	\$0
11:23 AM	14 MINUTES	TRAVEL CHAT ROOM	\$0

700 (CONT.)

FIG. 7

800

MERCHANT NAME 820	MERCHANT ID 825	ACCESS INFORMATION	DISCOUNT INFORMATION 835
TRAVELCO.	001	1-888-PROMO-DEAL	10% OFF ANY PURCHASE
BOOKS4TRAVEL	002	HTTP://WWW.BOOKS4TRAVEL.COM/ CALLERD/SCOUT/INDEX.HTML	FREE SHIPPING
GIFTCO.	003	DIGITAL CERTIFICATE: 129876543; HTTP:// WWW.GETFREESTUFFONHOLD.COM	OFFER ID: PA04

811

812

813

FIG. 8

900

SPONSORING MERCHANT 920	OFFER ID 925	BENEFIT 930	OBLIGATION 935	QUALIFICATIONS 940
MIKE'S BOOK CO.	ZC088	\$10 OFF ANY PURCHASE	SWITCH LONG DISTANCE CARRIER	ON HOLD TIME > 15 MINS.
002	RX33	500 FREQUENT FLYER MILES	NONE	FREQUENT PURCHASER
003	PA04	FREE SHIPPING	LISTEN TO MARKETING PITCH	NONE

911

912

913

FIG. 9

1000

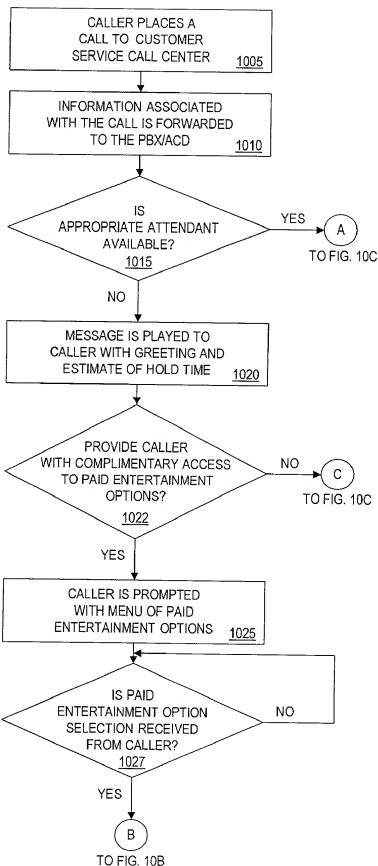


FIG. 10A

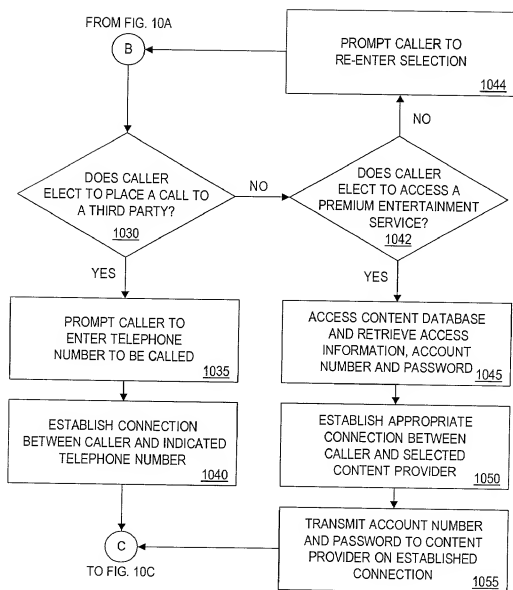


FIG. 10B

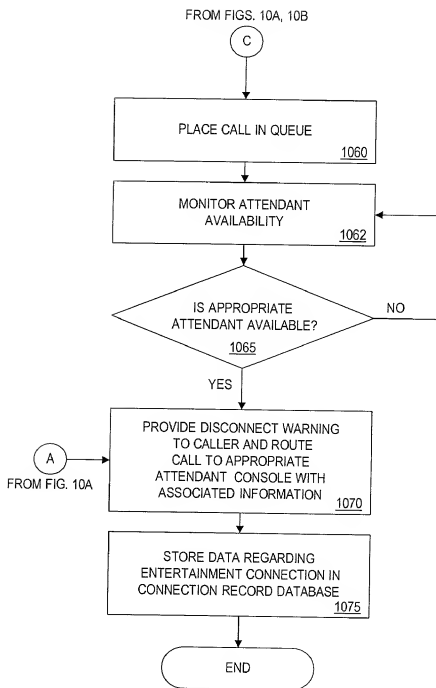


FIG. 10C

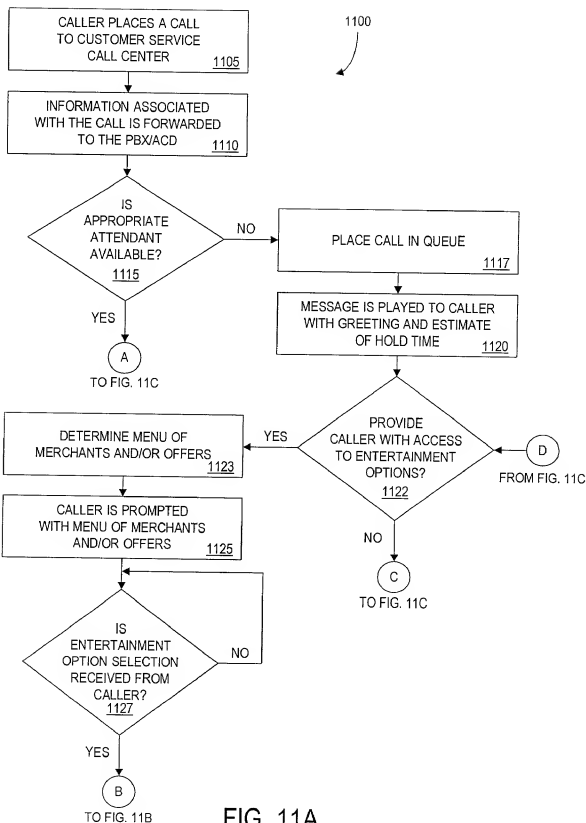


FIG. 11A

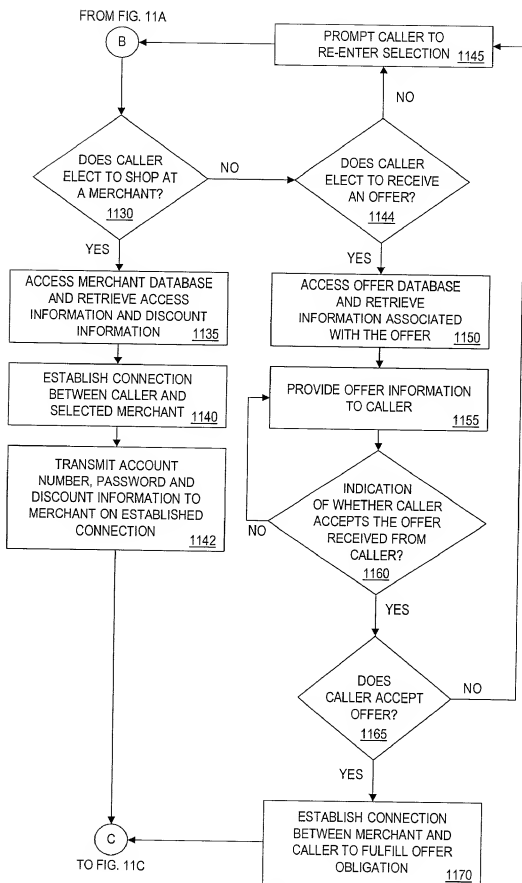


FIG. 11B

FROM FIGS. 11A, 11B

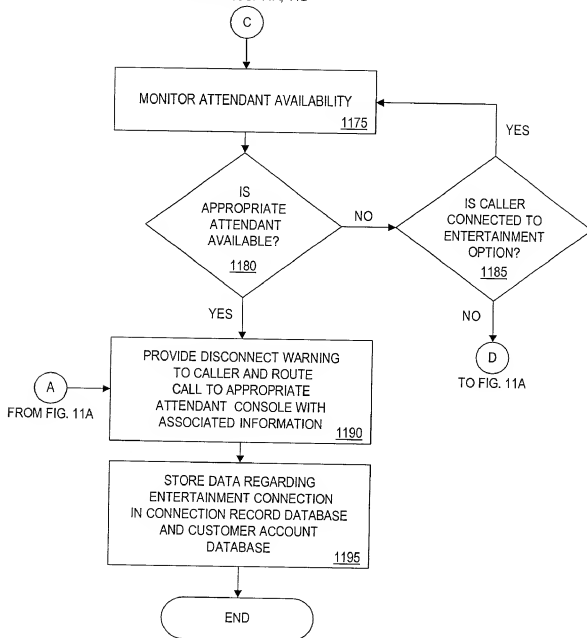


FIG. 11C